

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1: (Currently Amended) A method for providing enhanced advertising of a 2-D broadcast, comprising:

receiving the 2-D video broadcast including a ~~first~~<sup>first</sup> advertisement having a 2-D image; identifying the 2-D image within the ~~first~~ advertisement, wherein the 2-D image is identified based on one or more characteristics of the 2-D image and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library using a look-up table, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced ~~first~~ advertisement, wherein the enhanced ~~first~~ advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 2: (Currently Amended) The method according to claim 1, wherein the ~~first~~ advertisement includes a plurality of 2-D images.

Claim 3: (Canceled).

Claim 4: (Currently Amended) The method according to claim 1, further comprising displaying the enhanced ~~first~~ advertisement on a display device, the display device comprising at least one of: a television, a computer monitor, and liquid crystal display.

Claim 5: (Previously Presented) The method of claim 4, further comprising overlaying the 2-D image on the matching 3-D object.

Claim 6: (Original) The method of claim 5, wherein overlaying the image further comprises: overlaying specular lighting; and

overlaying shading.

Claim 7: (Currently Amended) A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast including a ~~first~~first advertisement having a 2-D image;

means for identifying the 2-D image within the ~~first~~ advertisement, wherein said 2-D image is identified based on one or more characteristics of the 2-D image and exclusively at a viewer's equipment;

means for looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects; and

means for using the matching 3-D object to generate an enhanced ~~first~~ advertisement, wherein the enhanced ~~first~~ advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 8: (Currently Amended) The system according to claim 7, wherein the ~~first~~ advertisement includes a plurality of 2-D images.

Claim 9: (Canceled).

Claim 10: (Currently Amended) The system according to claim 7, further comprising means for displaying the enhanced ~~first~~ advertisement on a display device, the display device comprising at least one of: a television, a computer monitor, and a liquid crystal display.

Claim 11: (Previously Presented) The system according to claim 10, further comprising means for overlaying the 2-D image on the matching 3-D object.

Claim 12: (Original) The system according to claim 11, wherein means for overlaying the image further comprises:

means for overlaying specular lighting; and  
means for overlaying shading.

Claim 13: (Currently Amended) A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D broadcast, said plurality of instructions when executed by an apparatus, cause said apparatus to perform:

receiving the 2-D video broadcast including a ~~first~~<sup>first</sup> advertisement having a 2-D image;  
identifying the 2-D image within the ~~first~~ advertisement, wherein the 2-D image is identified solely based on one or more characteristics of the 2-D image and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library using a look-up table, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced ~~first~~ advertisement, wherein the enhanced ~~first~~ advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image.

Claim 14: (Currently Amended) The computer-readable medium of claim 13, wherein the ~~first~~ advertisement includes a plurality of 2-D images.

Claim 15: (Canceled).

Claim 16: (Currently Amended) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by the apparatus, cause said apparatus to further perform displaying the enhanced ~~first~~ advertisement on a display device, the display device comprising at least one of: a television, a computer monitor, and a liquid crystal display.

Claim 17: (Previously Presented) The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by the apparatus, cause said apparatus to further perform overlaying the 2-D image on the matching 3-D object.

Claim 18: (Previously Presented) The computer-readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by the apparatus, cause said apparatus to further perform overlaying the image by:

overlaying specular lighting; and  
overlaying shading.

Claim 19: (Currently Amended) A set-top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor; and

a storage device, wherein the storage device is configured to store a library of 3-D objects;

wherein the processor is configured to:

receive ~~the~~ a 2-D broadcast including ~~a first~~ an advertisement having a 2-D image;  
identify the 2-D image within the advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;  
look-up a 3-D object matching the 2-D image in the library; and  
use the matching 3-D object to generate an enhanced ~~first~~ advertisement, wherein the enhanced ~~first~~ advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 20: (Currently Amended) The set top box of claim 19, wherein the ~~first~~ advertisement includes a plurality of 2-D images.

Claim 21: (Original) The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

Claim 22: (Currently Amended) The set top box of claim 21, further comprising a display device that displays the enhanced ~~first~~ advertisement, wherein the display device comprises at least one of: a television, a computer monitor, and a liquid crystal display.